



Media Advisory

Thursday, May 17, 2012

For Immediate Release

Contact: Twyla Jennings, OHS Division Director II
o. 601-977-3723, tjennings@dps.ms.gov
Carol Mann, Mann Agency
c. 601-594-3715, cmann@mannagency.com

What: Media Conference

Join us for this important conference as safety leaders speak out about the importance of using seat belts. The average person in Mississippi is **more than three and one-half times** as likely to die not wearing their seat belt than the average American. Increasing the use of seat belts is one of the most cost-effective methods to reduce death and injury.

When: Friday, May 18, 2012 @ 11 a.m.

Where: Mississippi Agriculture and Forestry Museum
1150 Lakeland Drive Jackson, MS 39216

Who:

Mississippi Office of Highway Safety
Mississippi Association of Highway Safety Leaders
University Medical Center Trauma Nurses
Hinds Co. Sheriff Tyrone Lewis
Rankin Co. Sheriff Bryan Bailey
Madison Co. Sheriff Randy Tucker
Mothers Against Drunk Driving
Guest Speaker Sonya Fogal, Victim's Rights Advocate



Media Advisory

May 14, 2012

For Immediate Release

Contact: Twyla Jennings, OHS Division Director II
o. 601-977-3723, tjennings@dps.ms.gov
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When: Monday, May 21, 2012 @ 3 p.m.

Where: Department of Public Safety Driver's License Bureau
635 Daybrite Drive, Tupelo, MS 38801

Guest Speakers: **Brian Pierce, parent of two children who died unbuckled in a car crash**
Sgt. Johnny Poulos, MHP

Hosted by: Mississippi Office of Highway Safety



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When: Wednesday, May 23, 2012 @ 10 a.m.

Where: Washington County Courthouse
900 Washington Avenue
Greenville, MS 38702

Guest Speakers: **Brian Pearse, parent of two children who died unbuckled in a car crash**
Sgt. Johnny Poulos, MHP

Hosted by: Mississippi Office of Highway Safety



Click It or Ticket Memorial Day Campaign 2012

Seat Belt Coalition Media Conference

Friday, May 18, 2012

11:00 a.m.

Mississippi Agriculture & Forestry Museum

Speakers

Shirley Thomas – Office Director, Mississippi Office of Highway Safety

Sheriff Tyrone Lewis – Hinds County Sheriff Department

Sheriff Bryan Bailey – Rankin County Sheriff Department

Sheriff Randy Tucker – Madison County Sheriff Department

Stephanie Isbell, RN – Batson University Medical Center

Sonia Fogal – LIFE, Program Coordinator

Hosted by:

Mississippi Office of Highway Safety

Mississippi Association of Highway Safety Leaders



Friday, May 18, 2012

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Contact: Twyla Jennings, OHS Division Director II
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Jackson— In Mississippi, the average person is **more than three and one-half times** as likely to die not wearing their seat belt than the average American, according to recent data from the National Highway Traffic Safety Administration.

"This is a serious issue in Mississippi. The high unbuckled fatality rate in this state is a substantial threat to its citizens. Simply put, Mississippians face a much greater risk of dying unbuckled than do Americans in general," said Shirley Thomas, director of the Mississippi Office of Highway Safety.

Increasing the use of seat belts is one of the most cost-effective methods to reduce death and injury. That's why many law enforcement and safety leaders across the state are united in getting more Mississippians to buckle up day and night. The Click It Or Ticket Memorial Day Campaign launched Monday, May 14, and will continue through Memorial Day. The conference today at the Mississippi Agriculture and Forestry Museum includes law enforcement and safety organizations: the Mississippi Office of Highway Safety; Mississippi Association of Highway Safety Leaders; Batson/University Medical Center Trauma Nurses; Hinds County Sheriff Tyrone Lewis; Rankin County Sheriff Bryan Bailey; Madison County Sheriff Randy Tucker; Mothers Against Drunk Driving; and others.

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One of the guest speakers is Sonya Fogal, program coordinator for LIFE, a non-profit organization dedicated to enhancing the lives of individuals with significant disabilities in Mississippi. LIFE has provided peer support, information and referral, skills training and advocacy services to more than 35,000 individuals with disabilities throughout the state since its inception in 1993.

Historically, most of the drivers and passengers who die in traffic crashes were not belted. Although seat belts cannot save all persons, it is estimated that wearing seat belts could have saved 65% of those who died.

According to the National Traffic Highway Safety Administration, in Mississippi the unrestrained death rate was down by not quite 26 percent, compared to the 37 percent nationally.

Though behind the national average, Mississippi's **seat belt usage has increased** from 71.3% in 2008 to 81.88% in 2011. As a result, **traffic fatalities have decreased** by 19.5% statewide from 783 in 2008 to 630 in 2011.

In 2010 in Mississippi, 65 percent of African Americans killed in traffic crashes were not wearing their seat belt; 86 percent of children ages 10-14 killed in traffic crashes were not wearing their seat belt; and 81 percent of teens ages 15-19 killed in traffic crashes were not wearing their seat belt.

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Traffic enforcement not only saves lives, it also supplements many criminal enforcement activities. Additionally, traffic crashes cost the state more than \$2 billion annually, approximately \$740 per person.

The "Click It or Ticket" enforcement and media campaign kicked off May 14, 2012, and will run through Memorial Day. This blitz has been vital in raising awareness for Mississippi's primary seatbelt law, which was passed in 2006. Since its passage, seatbelt violations have increased every year. In 2011, 26,375 seatbelt citations were issued statewide.

The Mississippi Office of Highway Safety, in conjunction with the Mississippi Department of Public Safety, is responsible for increasing awareness across the state during the annual campaign. ###

MS Click It or Ticket Fact Sheet

Historically, most of the drivers and passengers who die in traffic crashes were not belted. Although seat belts cannot save all persons, it is estimated that wearing seat belts could have saved 65% of those who died.

Nationwide the death rate for those not wearing their seat belt is less than 3.8 per 100,000. In Mississippi, however, the death rate for those not wearing their seat belt is nearly 13 out of every 100,000. In other words, the average person in Mississippi is **more than three and one-half times** as likely to die not wearing their seat belt than the average American.

In Mississippi, **seat belt usage has increased** from 71.3% in 2008 to 81.88% in 2011. As a result, **traffic fatalities have decreased** by 19.5% from 2008 to 2011 (783 to 630).

In Lee County, the seat belt usage rate was 7.48% below the state average (74.4%). In Leflore County, the seat belt usage rate was 10.88% below the state average (71%).

In Mississippi:

- 65% of African Americans killed in traffic crashes were not wearing their seat belt.
- 86% of children ages 10-14 killed in traffic crashes were not wearing their seat belt.
- 81% of teens ages 15-19 killed in traffic crashes were not wearing their seat belt.

Traffic enforcement not only saves lives, it also supplements many criminal enforcement activities. **Increasing the use of seat belts is one of the most cost-effective methods to reduce death and injury.**

Traffic crashes cost the state more than \$2 billion annually, approximately \$740 per person.

Federal Highway Formula Based on Severity of Injury:

Severity of Injury	Number	Costs per Severity	Economic Costs
Fatal	641	\$2,600,000	\$1,666,600,000
Severe Injury (A)	680	\$180,000	\$122,400,000
Moderate Inj (B)	6,412	\$36,000	\$230,832,000
Minor Inj C	20,554	\$19,000	\$390,526,000
PDO (no inj)	50,713	\$2,000	\$101,426,000
Total Economic Costs			\$2,511,784,000



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When: Monday, May 21, 2012 @ 3 p.m.

Where: Department of Public Safety Driver's License Bureau
635 Daybrite Drive, Tupelo, MS 38801

Guest Speakers: **Brian Pearse, parent of two children who died unbuckled in a car crash**
Sgt. Johnny Poulos, MHP

Hosted by: Mississippi Office of Highway Safety



Monday, May 21, 2012

For Immediate Release

Contact: Twyla Jennings, OHS Division Director II
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c. 601-594-3715, cmann@mannagency.com

Tupelo— In Mississippi, the average person is **more than three and one-half times** as likely to die not wearing their seat belt than the average American, according to recent data from the National Highway Traffic Safety Administration.

"This is a serious issue in Mississippi. The high unbuckled fatality rate in this state is a substantial threat to its citizens. Simply put, Mississippians face a much greater risk of dying unbuckled than do Americans in general," said Shirley Thomas, director of the Mississippi Office of Highway Safety.

Increasing the use of seat belts is one of the most cost-effective methods to reduce death and injury. That's why many law enforcement and safety leaders across the state are united in getting more Mississippians to buckle up day and night. The Click It Or Ticket Memorial Day Campaign launched Monday, May 14, and will continue through Memorial Day. The conference today at the Tupelo Driver's License Bureau includes law enforcement representatives from the Mississippi Office of Highway Safety and Master Sergeant Johnny Poulos, Director of the Public Affairs Division of the Mississippi Highway Patrol in Biloxi.

One of the guest speakers is Mr. Brian Pearse, parent of two Mississippi teenagers who died in a car crash unbuckled.

-MORE-



Page 2

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According to the National Traffic Highway Safety Administration, in Mississippi the unrestrained death rate was down by not quite 26 percent, compared to the 37 percent nationally.

Though behind the national average, Mississippi's **seat belt usage has increased** from 71.3% in 2008 to 81.88% in 2011. As a result, **traffic fatalities have decreased** by 19.5% statewide from 783 in 2008 to 630 in 2011.

In 2010 in Mississippi, 65 percent of African Americans killed in traffic crashes were not wearing their seat belt; 86 percent of children ages 10-14 killed in traffic crashes were not wearing their seat belt; and 81 percent of teens ages 15-19 killed in traffic crashes were not wearing their seat belt.

Traffic enforcement not only saves lives, it also supplements many criminal enforcement activities. Additionally, traffic crashes cost the state more than \$2 billion annually, approximately \$740 per person.

The Click It or Ticket enforcement and media campaign kicked off May 14, 2012, and will run through Memorial Day. This blitz has been vital in raising awareness for Mississippi's primary seatbelt law, which was passed in 2006. Since its passage, seatbelt violations have increased every year. In 2011, 26,375 seatbelt citations were issued statewide. ###



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When: Wednesday, May 23, 2012 @ 10 a.m.

Where: Washington County Courthouse
900 Washington Avenue
Greenville, MS 38702

Guest Speaker: **Mr. Robert Pearce, parent of two children who died in a traffic accident unbuckled Sgt. Johnny Poulos**

Hosted by: Mississippi Office of Highway Safety



Wednesday, May 23, 2012

For Immediate Release

Contact: Twyla Jennings, OHS Division Director II
o. 601-977-3723, tjennings@dps.ms.gov
Carol Mann, Mann Agency
c. 601-594-3715, cmann@mannaagency.com

Greenville— In Mississippi, the average person is **more than three and one-half times** as likely to die not wearing their seat belt than the average American. according to recent data from the National Highway Traffic Safety Administration.

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One of the guest speakers is Mr. Brian Pearse, parent of two Mississippi teenagers who died in a car crash unbuckled.

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**"Click It or Ticket" 2012 Campaign
Media Blitz Itinerary
Friday, May 18 - Wednesday, May 23, 2012**

Friday, May 18

11:00a news conference @ MS Ag Museum, Jackson

Sunday, May 20

5:00p La Quinta Inn & Suites

Monday, May 21

8:00a meet at La Quinta, leave for Columbus (3 hrs.)

1:30p leave Columbus for Tupelo (1.5 hrs.)

Tuesday, May 22

7:30a meet in lobby

1:30p leave Tupelo for Batesville (1.5 hrs.)

3:30p leave Batesville for Greenwood (1.5 hrs)

Wednesday, May 23

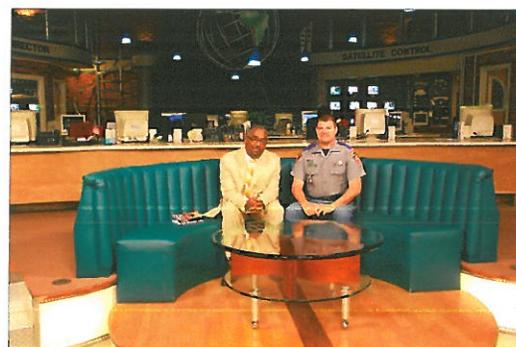
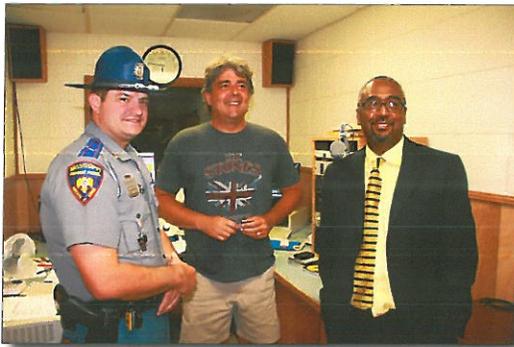
6:00a meet in lobby, leave Greenwood for Greenville (1 hr.)

1:00p leave Greenville for Kosciusko (2.5 hrs.)

Return to Jackson

MS Department of Public Safety – Click it or Ticket 2012

Memorial Day Campaign Media Tour



MS Department of Public Safety – Click it or Ticket 2012

Memorial Day Campaign Media Tour



MS Department of Public Safety – Click it or Ticket 2012

Memorial Day Campaign Media Tour



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MS Department of Public Safety
Click it or Ticket Memorial Day 2012
Print Monitoring Report

Date Range: May 06 - June 14, 2012

creative advertising • public relations

1437 Old Square Road
Suite 102
Jackson, MS 39211
601.362.5424 phone
601.362.5425 fax

Date	Paper Name	City	ST	Frequency	Circ	Media Value
05/06/2012	SUN-HERALD	BILOXI	MS	DAILY	56643	5503.78
05/08/2012	NATCHEZ DEMOCRAT	NATCHEZ	MS	DAILY	10979	105.33
05/15/2012	SUN-HERALD	BILOXI	MS	DAILY	56643	1560.35
05/15/2012	CLARION LEDGER	JACKSON	MS	DAILY	115223	2458.08
05/15/2012	HATTIESBURG AMERICA	HATTIESBURG	MS	DAILY	26509	432
05/15/2012	GRENADA STAR	GRENADA	MS	BI-WEEKLY	5776	368
05/16/2012	ENTERPRISE-JOURNAL	McCOMB	MS	DAILY	12147	345.69
05/16/2012	RANKIN CO NEWS	BRANDON	MS	WEEKLY	8216	49
05/17/2012	CLARION LEDGER	JACKSON	MS	DAILY	115223	3687.12
05/17/2012	GREENE CO. HERALD	LEAKESVILLE	MS	WEEKLY	2783	135.8
05/17/2012	VICKSBURG POST	VICKSBURG	MS	DAILY	14245	61.56
05/17/2012	COLUMBIAN-PROGRES	COLUMBIA	MS	WEEKLY	4584	170
05/17/2012	COLUMBIAN-PROGRES	COLUMBIA	MS	WEEKLY	4584	476
05/17/2012	BANNER-INDEPENDENT	BOONEVILLE	MS	WEEKLY	5000	87.4
05/18/2012	THE GAZETTE	OCEAN SPRINGS	MS	WEEKLY	1750	103.5
05/18/2012	MERIDIAN STAR	MERIDIAN	MS	DAILY	20531	616.1
05/18/2012	BOLIVAR COMMERCIAL	CLEVELAND	MS	DAILY	7738	156

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MS Department of Public Safety
Click it or Ticket Memorial Day 2012
Print Monitoring Report CONT.

Date Range: May 06 - June 14, 2012

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1437 Old Square Road
Suite 102
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601.362.5424 phone
601.362.5425 fax

Date	Paper Name	City	ST	Frequency	Circ	Media Value
05/18/2012	BOLIVAR COMMERCIAL	CLEVELAND	MS	DAILY	7738	156
05/18/2012	DAILY TIMES LEADER	WEST POINT	MS	DAILY	2610	136.5
05/19/2012	CLARION LEDGER	JACKSON	MS	DAILY	115223	8535
05/19/2012	ATTIESBURG AMERICA	HATTIESBURG	MS	DAILY	26509	840
05/20/2012	COMMONWEALTH	GREENWOOD	MS	DAILY	8330	158.2
05/22/2012	MADISON CO HERALD	CANTON	MS	WEEKLY	11558	194.55
05/22/2012	OXFORD EAGLE	OXFORD	MS	DAILY	5032	93.6
05/22/2012	COMMONWEALTH	GREENWOOD	MS	DAILY	8330	50.85
05/22/2012	LEADER-CALL	LAUREL	MS	DAILY	7880	234
05/23/2012	NESHOBA DEMOCRAT	PHILADELPHIA	MS	WEEKLY	7435	156.85
05/23/2012	SCOTT CO TIMES	FOREST	MS	WEEKLY	4831	159.38
05/23/2012	COPIAH CO COURIER	HAZLEHURST	MS	WEEKLY	3981	121.95
05/23/2012	PRENTISS HEADLIGHT	PRENTISS	MS	WEEKLY	2581	82.18
05/23/2012	MONROE COUNTY JOL	ABERDEEN	MS	WEEKLY	7000	101.5
05/23/2012	WINSTON CO JOURNA	LOUISVILLE	MS	WEEKLY	3416	278.4
05/23/2012	SEA COAST ECHO	BAY ST LOUIS	MS	WEEKLY	6488	110
05/24/2012	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2783	75.6

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Click it or Ticket Memorial Day 2012
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Date	Paper Name	City	ST	Frequency	Circ	Media Value
05/25/2012	HATTIESBURG AMERICA	HATTIESBURG	MS	DAILY	26509	960
05/26/2012	GRENADA STAR	GRENADA	MS	BI-WEEKLY	5776	160
05/26/2012	SEA COAST ECHO	BAY ST LOUIS	MS	WEEKLY	6488	82.5
05/26/2012	SEA COAST ECHO	BAY ST LOUIS	MS	WEEKLY	6488	88
05/26/2012	LEADER-CALL	LAUREL	MS	DAILY	7880	117
05/26/2012	MERIDIAN STAR	MERIDIAN	MS	DAILY	20531	195.2
05/27/2012	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2783	183.4
05/29/2012	ENTERPRISE-JOURNAL	McCOMB	MS	DAILY	12147	141.1
05/29/2012	OMMERCIAL DISPATC	COLUMBUS	MS	DAILY	13823	153.4
05/29/2012	OXFORD EAGLE	OXFORD	MS	DAILY	5032	146.25
05/30/2012	CLARION LEDGER	JACKSON	MS	DAILY	115223	819.36
05/30/2012	MERIDIAN STAR	MERIDIAN	MS	DAILY	20531	268.4
05/30/2012	COMMONWEALTH	GREENWOOD	MS	DAILY	8330	96.05
05/30/2012	COMMERCIAL APPEAL	MEMPHIS	TN	DAILY	236625	1,820
05/30/2012	DAILY TIMES LEADER	WEST POINT	MS	DAILY	2610	52.5
05/30/2012	DAILY TIMES LEADER	WEST POINT	MS	DAILY	2610	252
05/30/2012	NEWS-COMMERCIAL	COLLINS	MS	WEEKLY	3244	45

**MS Department of Public Safety
Click It or Ticket Memorial Day 2012
Broadcast (TV) Monitoring Report**

1437 Old Square Road
Suite 102
Jackson, MS 39211
601.362.5424 phone
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Date Range: May 14 - May 28, 2012

DATE	TIME	STATION	VALUE
May 14, 2012	7:00am	WDBD-FOX	\$44
May 14, 2012	5:30pm	WDBD-FOX	\$50
May 14, 2012	9:00pm	WDBD-FOX	\$169
May 14, 2012	5:00am	WLBT-NBC	\$168
May 14, 2012	6:00pm	WLBT-NBC	\$2,945
May 14, 2012	6:00am	WLBT-NBC	\$2,192
May 14, 2012	12noon	WLBT-NBC	\$1,504
May 14, 2012	10:00pm	WLBT-NBC	\$1,495
May 14, 2012	6:00pm	WJTV-CBS	\$1,800
May 15, 2012	5:00am	WJTV-CBS	\$220
May 15, 2012	6:00am	WJTV-CBS	\$275
May 15, 2012	5:00am	WHLT-CBS	\$50
May 15, 2012	6:00am	WHLT-CBS	\$44
May 15, 2012	6:00am	WJTV-CBS	\$275
May 15, 2012	4:30am	WAPT-ABC	\$26
May 15, 2012	7:00am	WDBD-FOX	\$44
May 15, 2012	6:00pm	WJTV-CBS	\$1,170

**MS Department of Public Safety
Click It or Ticket Memorial Day 2012
Broadcast (TV) Monitoring Report CONT.**

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Date Range: May 14 - May 28, 2012

DATE	TIME	STATION	VALUE
May 21, 2012	11:00am	WLOX-ABC	\$420
May 22, 2012	5:00pm	WJTV-CBS	\$660
May 22, 2012	5:00pm	WTOK-ABC	\$678
May 23, 2012	12noon	WCBI-CBS	\$780
May 23, 2012	6:00pm	WCBI-CBS	\$2,025
May 23, 2012	10:00pm	WTVA-NBC	\$270
May 23, 2012	5:30am	WTOK-ABC	\$290
May 24, 2012	10:00pm	WAPT-ABC	\$5,120
May 24, 2012	9:10pm	WDBD-FOX	\$169
May 24, 2012	5:00pm	WJTV-CBS	\$3,660
May 24, 2012	5:00pm	WDAM-NBC	\$3,542
May 24, 2012	10:00pm	WJTV-CBS	\$9,490
May 24, 2012	10:00pm	WLBT-NBC	\$3,250
May 24, 2012	9:00pm	WDBD-FOX	\$4,050
May 24, 2012	5:00pm	WJTV-CBS	\$3,660
May 24, 2012	6:00pm	WDAM-NBC	\$2,940
May 25, 2012	5:00pm	WCBI-CBS	\$980

**MS Department of Public Safety
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Date Range: May 14 - May 28, 2012

DATE	TIME	STATION	VALUE
May 25, 2012	6:00pm	WCBI-CBS	\$2,655
May 25, 2012	5:00pm	WAPT-ABC	\$1,032
May 25, 2012	5:00pm	WJTV-CBS	\$1,500
May 25, 2012	4:00pm	WLBT-NBC	\$1,274
May 25, 2012	5:00pm	WLBT-NBC	\$2,445
May 25, 2012	9:00pm	WDBD-FOX	\$169
May 25, 2012	12noon	WJTV-CBS	\$500
May 25, 2012	12noon	WLBT-NBC	\$720
May 25, 2012	4:30am	WAPT-ABC	\$98
May 25, 2012	5:00am	WAPT-ABC	\$1,144
May 25, 2012	6:00am	WAPT-ABC	\$1,133
May 25, 2012	5:00am	WJTV-CBS	\$770
May 25, 2012	6:00am	WJTV-CBS	\$1,025
May 25, 2012	5:00am	WLBT-NBC	\$296
May 25, 2012	6:00am	WLBT-NBC	\$2,592
May 25, 2012	5:00am	WDAM-NBC	\$1,365
May 25, 2012	6:00am	WDAM-NBC	\$1,996

**MS Department of Public Safety
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Broadcast (TV) Monitoring Report CONT.**

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DATE	TIME	STATION	VALUE
May 25, 2012	6:30am	WDAM-NBC	\$1,155
May 25, 2012	5:00am	WHLT-CBS	\$110
May 25, 2012	5:30am	WHLT-CBS	\$126
May 25, 2012	6:00am	WHLT-CBS	\$110
May 25, 2012	6:30am	WHLT-CBS	\$164
May 25, 2012	5:30am	WTOK-ABC	\$580
May 25, 2012	10:00pm	WJTV-CBS	\$2,925
May 25, 2012	10:00pm	WDAM-NBC	\$2,520
May 25, 2012	7:00am	WDBD-FOX	\$1,225
May 25, 2012	5:30pm	WDBD-FOX	\$50
May 25, 2012	6:00pm	WJTV-CBS	\$1,350
May 25, 2012	6:00pm	WLBT-NBC	\$7,078
May 25, 2012	6:00pm	WDAM-NBC	\$6,615
May 25, 2012	5:00pm	WTOK-ABC	\$2,530
May 26, 2012	10:00pm	WTOK-ABC	\$1,226
May 26, 2012	10:00pm	WJTV-CBS	\$1,405
May 26, 2012	10:00pm	WTVA-NBC	\$1,881

**MS Department of Public Safety
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Broadcast (TV) Monitoring Report CONT.**

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Date Range: May 14 - May 28, 2012

DATE	TIME	STATION	VALUE
May 26, 2012	6:00pm	WJTV-CBS	\$1,135
May 26, 2012	6:00pm	WLBT-NBC	\$4,000
May 27, 2012	8:00am	WAPT-ABC	\$315
May 27, 2012	6:00am	WAPT-ABC	\$325
May 27, 2012	6:00am	WLBT-NBC	\$355
May 27, 2012	5:30pm	WJTV-CBS	\$2,590
May 27, 2012	10:00pm	WJTV-CBS	\$2,420
May 27, 2012	10:00pm	WLOX-ABC	\$5,020
May 27, 2012	10:00pm	WLBT-NBC	\$4,365
May 28, 2012	7:00am	WDBD-FOX	\$44
May 28, 2012	9:00am	WCBI-CBS	\$2,185
May 28, 2012	4:30am	WLOX-ABC	\$173
May 28, 2012	6:00am	WJTV-CBS	\$1,425
May 28, 2012	6:00am	WLBT-NBC	\$2,128
May 28, 2012	6:30am	WLOX-ABC	\$2,310
May 28, 2012	6:30am	WDAM-NBC	\$4,290
May 28, 2012	6:30am	WHLT-CBS	\$154

**MS Department of Public Safety
Click It or Ticket Memorial Day 2012
Broadcast (TV) Monitoring Report CONT.**

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Suite 102
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Date Range: May 14 - May 28, 2012

DATE	TIME	STATION	VALUE
May 28, 2012	6:00am	WTOK-ABC	\$1,540
May 28, 2012	5:00am	WJTV-CBS	\$1,070
May 28, 2012	5:00am	WLBT-NBC	\$340
May 28, 2012	5:30am	WLOX-ABC	\$2,000
May 28, 2012	5:30am	WDAM-NBC	\$2,000
May 28, 2012	5:00am	WHLT-CBS	\$300
May 28, 2012	5:30am	WHLT-CBS	\$210
May 28, 2012	6:00am	WHLT-CBS	\$300
May 28, 2012	6:00pm	WJTV-CBS	\$2,295
May 28, 2012	6:00pm	WLOX-ABC	\$4,547
May 28, 2012	5:30pm	WDBD-FOX	\$200
May 29, 2012	6:00am	WLBT-NBC	\$576
May 28, 2012	6:30am	WLOX-ABC	\$850

STORY COUNT: **116**

TOTAL PUBLICITY VALUE: **\$192,841**



MS Department of Public Safety

Click It or Ticket 2012 - Radio Monitoring Report

Date Range: May 21 - May 25, 2012

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May 21, 2012 4PM	5 Mins	WZLQ - Rock	Tupelo, MS	30-Second Ad Equivalency: \$18 Calculated Ad Equivalency: \$180 Calculated Publicity Value: \$900
May 21, 2012 4:10PM	5 Mins.	WZLQ - Rock	Tupelo, MS	30-Second Ad Equivalency: \$18 Calculated Ad Equivalency: \$180 Calculated Publicity Value: \$900
May 21, 2012 4:45PM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 21, 2012 6PM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 22, 2012 10AM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 22, 2012 7PM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 23, 2012 10AM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 23, 2012 5PM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 24, 2012 10AM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 24, 2012 5PM	3 Mins.	WWKZ 103.9 - Adult CHR	Tupelo, MS	30-Second Ad Equivalency: \$32 Calculated Ad Equivalency: \$192 Calculated Publicity Value: \$960
May 21, 2012 5:30PM	3 Mins.	WCNA - Rock 95.9	Tupelo, MS	30-Second Ad Equivalency: \$16.50 Calculated Ad Equivalency: \$198 Calculated Publicity Value: \$990
May 22, 2012 8AM	6 Mins.	WWMS 97.5 - Country	Tupelo, MS	30-Second Ad Equivalency: \$18 Calculated Ad Equivalency: \$216 Calculated Publicity Value: \$1,080
May 22, 2012 8:15 AM	6 Mins.	WSYE - FM 93.3	Tupelo, MS	30-Second Ad Equivalency: \$37 Calculated Ad Equivalency: \$444 Calculated Publicity Value: \$2,220
May 22, 2012 9AM	5 Mins.	WWZD - 106.7 Country	Tupelo, MS	30-Second Ad Equivalency: \$42 Calculated Ad Equivalency: \$420 Calculated Publicity Value: \$2,100
May 22, 2012 10:30 AM	5 Mins.	WESE - 93.3 Urban	Tupelo, MS	30-Second Ad Equivalency: \$37 Calculated Ad Equivalency: \$370 Calculated Publicity Value: \$1,850



MS Department of Public Safety

Click it or Ticket 2012 - Radio Monitoring Report p.2

Date Range: May 21 - May 25, 2012

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May 22, 2012 5PM	10 Mins	WGNL/WGNG Urban	Greenwood, MS	30-Second Ad Equivalency: \$26 Calculated Ad Equivalency: \$520 Calculated Publicity Value: \$2,600
May 23, 2012 8AM	10 Mins.	WGNL/WGNG Urban	Greenwood, MS	30-Second Ad Equivalency: \$26 Calculated Ad Equivalency: \$520 Calculated Publicity Value: \$2,600
May 23, 2012 6PM	4 Mins.	WYMX - Pre-recorded playback	Greenville, MS	30-Second Ad Equivalency: \$14 Calculated Ad Equivalency: \$112 Calculated Publicity Value: \$560
May 23, 2012 11AM	4 Mins.	WDMS - Modern Country	Greenville, MS	30-Second Ad Equivalency: \$15 Calculated Ad Equivalency: \$120 Calculated Publicity Value: \$600
May 23, 2012 11AM	4 Mins.	WGVM - 2160 AM	Greenville, MS	30-Second Ad Equivalency: \$15 Calculated Ad Equivalency: \$120 Calculated Publicity Value: \$600
May 23, 2012 1:30PM	4 Mins.	WIQQ - FM 102.3	Greenville, MS	30-Second Ad Equivalency: \$11.77 Calculated Ad Equivalency: \$117.70 Calculated Publicity Value: \$588.50
May 23, 2012	45 Sec.	WCKK Country - Factsheet read	Kosciusko, MS	30-Second Ad Equivalency: \$10 Calculated Ad Equivalency: \$15 Calculated Publicity Value: \$75
May 23, 2012	45 Sec.	WCKK Country - Factsheet read	Kosciusko, MS	30-Second Ad Equivalency: \$10 Calculated Ad Equivalency: \$15 Calculated Publicity Value: \$75
May 24, 2012	45 Sec.	WCKK Country - Factsheet read	Kosciusko, MS	30-Second Ad Equivalency: \$10 Calculated Ad Equivalency: \$15 Calculated Publicity Value: \$75
May 25, 2012	5 Min.	Marshall Ramsey - Supertalk	Jackson, MS	30-Second Ad Equivalency: \$250 Calculated Ad Equivalency: \$2,500 Calculated Publicity Value: \$12,500

TOTAL AIR TIME: 102.25 hrs.

TOTAL 30-SECOND AD EQUIVALENCY: \$830.27
TOTAL CALCULATED AD EQUIVALENCY: \$7583.70
TOTAL CALCULATED PUBLICITY VALUE: \$37,918.50